



# Planning, Budgeting, and Analytics Forum Corporate Opportunities

Join NACUBO's **Planning, Budgeting, and Analytics Forum September 24-26, 2023**, and place your company in front of hundreds of mid and senior-level decision-makers focused on institutional planning. This must-attend event provides content to help business officers and their teams use data and allocate resources—including financial, facilities and infrastructure, and human resources—to support their institutions and students. As a supporter, you'll receive the opportunity to network with current and potential clients while dramatically increasing your company's visibility within the higher education community.

<b>Sponsorship Packages and Benefits</b>	<b>Classic Sponsor Level</b> \$11,500	<b>Supporting Sponsor Level</b> \$7,500
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<b>Planning, Budgeting, and Analytics Forum Benefits (In-Person)</b>		
Recognition from the podium during opening and closing announcements.	X	
Recognition on-screen during the online portion of the event (select sessions will be broadcasted).	X	
Option to use complimentary meeting space onsite (subject to availability).	X	
One display table to highlight products and services during the opening networking happy hour.	X	X
Recognition on the event webpage, event promotional materials, and event signage.	Logo	Name
One-time use of pre-and post-conference registration list (including opt-in email) – four weeks before the event, and at least ten days after the event.	X	X
Complimentary Registration for in-person event.	2	1

<b>Online Sponsorship Benefits</b>		
Recognition on-screen during the online event, on the event registration and promotional web page, and on all event marketing (when applicable)	X	
Company information may be included to be displayed in the Sponsor Resources section of the online platform viewer (company description, links to resources, and key contacts).	X	
Access to the online event pre-conference list of registrants; one-time use of post-conference attendee mailing list	X	
Complimentary Registration for the online event	2	

*\*The 2023 Planning, Budgeting, and Analytics Forum will broadcast select sessions online.*

## Inquiries

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# Agreement

## Yes, I want to support NACUBO's 2023 Planning, Budgeting, and Analytics Forum

### Classic Sponsor Level

**\$11,500**

*Classic Sponsor level supporter will receive the following in-person and online benefits:*

#### ***In Person Benefits:***

- Recognition from the podium during opening and closing announcements.
- Option to use complimentary meeting space onsite (subject to availability).
- One display table to highlight products and services during the opening networking happy hour.
- Recognition on the event webpage, event promotional materials, and event signage.
- One-time use of pre-and post-conference registration list (including opt-in email) – four weeks before the event, and at least ten days after the event.
- Two complimentary registrations for in person event functions.

#### ***Online Benefits:***

- Recognition on screen during the online event, on the event registration and promotional web page, and on all event marketing (when applicable).
- Company information to display in the Sponsor Resources section of the online platform viewer (company description, links to resources, and key contacts).
- Access to the online event pre-conference list of registrants; one-time use of post-conference attendee mailing list.
- Two complimentary registrations for the online event.

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### Supporting Sponsor Level

**\$7,500**

*Supporting Sponsor level supporter will receive the following in-person benefits:*

- One display table to highlight products and services during the opening networking happy hour.
- Recognition on the event webpage, event promotional materials, and event signage.
- One-time use of pre-and post-conference registration list (including opt-in email) – four weeks before the event, and at least ten days after the event.
- One complimentary registration for in person event functions.

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*This information will be used for billing as well as for all promotional materials:*

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Company Name *(as it will appear on printed material)*

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Contact Name/Title

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Address, City, State, Zip

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Website

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Contact Telephone/Email

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Signature

Payment for sponsorships will be refunded, less a \$500 processing fee, if a written request for cancellation is received by NACUBO no later than 45 days prior to the event. Telephone cancellations will not be accepted. NACUBO will only honor cancellation requests whose receipt has been confirmed. Final payment is due 60 days prior for all bundles. No refunds will be made if the company cancels the contracted slot 30 days prior to the event or if the company fails to attend the meeting. If a company cancels 30 days prior to the event and has not already paid the fee, the company will be liable for paying the full cost to NACUBO.

# NACUBO Guidelines

1. The National Association of College and University Business Officers (hereinafter NACUBO), an Illinois corporation, reserves the right to exercise its sole discretion on the acceptance or refusal of applications.
2. The sponsor tabletop display portion at the event identified above provides a forum for products and services either specifically designed for or related to the program's subject matter. Actively talking with program registrants and informing them of products and services is encouraged during exhibit hours. HOWEVER, SPONSORS MAY NOT MAKE SALES OR TAKE ORDERS AT THEIR DISPLAY TABLE OR WITHIN OTHER PROGRAM FACILITIES PROVIDED. This provision will be rigorously enforced.
3. At least four weeks prior to the Event, Sponsors will be granted access to the Event Pre and Post list of registrants for sending up to one promotional email before and after the Event. The Pre and Post Event List shall be deleted/destroyed promptly after the promotional emails are sent.
4. NACUBO makes no guarantees regarding the number of parties that will register for or attend the Event.
5. Sponsor grants NACUBO a royalty-free, perpetual, irrevocable, sublicensable license to use its name and logo and to otherwise accurately refer to Sponsor on/in the Event webpage and in promotional materials for the Event, and any other medium (e.g., websites, marketing materials, ads, platforms) for the purpose of identifying Sponsor as the sponsor of the Event.
6. The Sponsor agrees that NACUBO shall have the right to make such rules and regulations or changes as it shall deem necessary, and to amend them as needed. NACUBO shall have the final determination and enforcement of all rules, regulations, and conditions.
7. Cancellations must be directed in writing by email to [business.development@nacubo.org](mailto:business.development@nacubo.org) no later than 45 days before the start of the meeting. A \$500 administrative fee will be charged for cancellations. In case of fire, transportation strike, acts of God, or any other causes beyond the control of NACUBO that prevent the holding of the program, this contract shall be void.
8. NACUBO or any of its officers or staff members will not be responsible for the safety of the property of the Sponsor from theft, damage by fire, accident, or other causes. Neither NACUBO, nor any of its officers, agents, employees, or representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm, or injury to the person or any property of the Sponsor or any of its officers, agents, employees, or other representatives, resulting from theft, fire, or other cause. NACUBO will obtain insurance against any such damage, loss, harm, or injury.
9. Sponsor hereby agrees to indemnify, defend, protect, and hold harmless NACUBO, its officers, employees, and agents from any and all claims, litigation, attorney fees, and losses of any kind or type, including losses or damages to persons or property resulting in whole or in part, from actions or in actions of the Sponsor or any of its officers, agents, employees, or representatives.
10. The sponsor, its employees, representatives, or agents may not bring or allow any articles to be brought into the hotel or any act performed on the hotel premises, nor shall they permit any actions by its employees, participants, or agents that will or may damage the property of the participating hotel. No signs, attachments, nails, screws, or other similar fasteners can be affixed to any parts of the said premises without written permission of the participating hotel and the NACUBO on site representative.
11. No activities shall be scheduled by the Sponsor, its employees, agents, or representatives during the time of the official program without the express written permission of NACUBO.
12. Reservation fees cannot be prorated. The sponsor fee for each program is applicable for each firm, per its current membership status at the time of this agreement.
13. Sponsor that plan to conduct drawings or contests should advise NACUBO at least 21 days prior to the event and should describe the drawings or contests, including any prizes to be awarded, signs to be used, timing, and method used to determine awards. No prize should be valued at more than \$500. In addition, no giveaway should cost more than \$20. A NACUBO staff member will stop by each table top display to verify this policy is enforced.
14. Sponsor space is limited to tabletop displays. Freestanding displays may be used if they can fit immediately in front of, or behind tablespace, or sit directly on the tabletop. Free standing pull up displays may not be wider than 6' nor higher than 8' from the floor to the top of the display. Any displays that are wider than the table provided will not be permitted. Table size is approximately 6'x30". No part of a Sponsor's display may encroach on common space or impede into another Sponsor's area. NACUBO reserves the right to enforce display rules. Please see necessary hotel forms for electricity needs/ requirements/limits. All fees pertaining to hotel services, such as electricity, shipping A/V, etc., are the responsibility of the Sponsor and will be billed to Sponsor by the hotel or vendor assigned by hotel for such services. WiFi will be provided. All expenses relating to demonstrations or displays will be paid directly to the hotel by the firm needing the products or services. A Sponsor firm, agency, or any participant may disburse literature to program attendees only from the exhibit hall. Disbursement will not be permitted in the meeting rooms or registration area or any other communal areas other than the exhibit hall. NACUBO shall not be held responsible or liable for any lost, damaged, or stolen property from these activities. NACUBO encourages all participants to secure property at all times when the hall is closed.
15. Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of sponsor's activities on the hotel premises and will indemnify, defend and hold harmless the hotel, its agents, servants and employees from all such losses, damages, and claims.
16. In recognition of the common interests of all sponsors and NACUBO in maintaining the appropriate standards of professional behavior during this meeting, no Sponsor shall disrupt the meeting by interrupting a speaker, promoting the firm represented, or exhibiting other objectionable behavior. NACUBO reserves the right to determine when this condition exists, and to immediately prohibit said individual from further participation in any activities of the program at that location and in future locations.
17. This entire agreement and all provisions thereof are hereby incorporated in their entirety, and no provisions of any part hereof are intended or may become severable.